

## MEMBERSHIP HERD SURVEY

This survey aims to inform the Council of the volume, types and age groups of breeding and commercial stock coming forward for sale in the next 12 months. Results will enable planning around various criteria, to include sale venues, potential entries, personnel and financial forecasting.

This form is designed to be able to be filled in and emailed back, or printed and posted. Please email returns to [secretary@luingcattlesociety.co.uk](mailto:secretary@luingcattlesociety.co.uk) or post hard copy to The Luing Cattle Society Ltd, Dairy Cottage, Tower Road, Ayton, Berwickshire TD14 5QX.

Membership Number:		Post Code:		County:	
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## FEMALES (planned to sell)

	Bulling heifers – Luing			Bulling heifers – Sim/Luing			In-Calf Heifers – Luing			In-Calf Heifers – Sim/Luing		
	Society Sales	Other Breeding Sale(s)	Private Sale(s)	Society Sales	Other Breeding Sale(s)	Private Sale(s)	Society Sales	Other Breeding Sale(s)	Private Sale(s)	Society Sales	Other Breeding Sale(s)	Private Sale(s)
May-July 2022												
Aug-Dec 2022												
Jan-Apr 2023												
May-July 2023												
Aug-Dec 2023												

(Please enter numbers in the blank boxes)

## MALES (planned to sell)

	YOUNG MALES Pedigree Luing (for breeding)		AGED MALES Pedigree Luing (for Breeding)	COMMERCIAL STOCK Steers for further finishing			COMMERCIAL STOCK Bulls for further finishing		
	Society Sales	Private Sales	Private Sales	Finish on farm	Store Sales – Auction	Store Sales - Private	Finish on farm	Store Sales – Auction	Store Sales - Private
May-July 2022 <small>(please enter numbers in blank boxes)</small>									
Aug-Dec 2022									
Jan-Jun 2023									
Jul - Dec 2023									

## MARKETING

Do you market Luing beef directly to the consumer?      Yes      No

If yes, is it marketed through any of the following outlets?: (please tick all that apply)

<input type="checkbox"/>	Farm Shop (your own)
<input type="checkbox"/>	Farm Shop (someone else's)
<input type="checkbox"/>	Box Beef (post)
<input type="checkbox"/>	Farmers Market
<input type="checkbox"/>	Other

If yes, are you advertising using: (please tick all that apply)

<input type="checkbox"/>	Website
<input type="checkbox"/>	Social Media
<input type="checkbox"/>	Newsprint/Magazine
<input type="checkbox"/>	Direct Post
<input type="checkbox"/>	Other

What can LCS do to help you brand Luing beef?